**Centennial Proclamation Toolkit**

This toolkit provides the resources you need to have your mayor proclaim a “Girl Scouts of Southwest Texas Centennial Celebration Day” in your city.

**What is a mayoral proclamation?**

Proclamations are typically issued by a mayor to recognize the importance of a community event, acknowledge significant achievements by community members, or signal a city’s role in major national events. Proclamations may be read at a city council meeting or at the community event being recognized, depending entirely on the schedule of the mayor.

Proclamations are often posted on the city’s website. Original signed proclamations will be provided to the requesting party (sometimes they must be received in person at city offices).

**Why request a mayoral proclamation in your city?**

* It’s an opportunity to meet and take a photo with your mayor and/or other city officials.
* You can become a Girl Scouts of Southwest Texas Centennial Girl Champion, or your troop can become a Centennial Troop Champion, by participating. (Troops must participate in at least two activities to receive this designation, with proclamations being one option.)
* Your city will celebrate the legacy of Girl Scouts!

**What a Girl Scout Southwest Texas Centennial Day proclamation will offer your city:**

* Community-wide awareness of the importance of Girl Scouts and our rich history.
* A way for leaders to show they place an importance on education, programming, and leadership opportunities for girls.
* Potential to form strong partnerships across sectors—schools, churches, and nonprofits.
* Stories about the impact of the Girl Scouts in your community.

In this toolkit, you will find:

* Page 2: Steps to request a mayoral proclamation.
* Page 3: A sample outreach email.
* Page 4: A sample mayoral proclamation for Girl Scouts of Southwest Texas Centennial Day.
* Page 5: A sample press release.

**Steps To Request a Proclamation**

1. **Visit your local government’s website.** Some city websites will have a section explaining how to request a mayoral proclamation. Some will even have an online mayoral proclamation request section. If they do not have an online request section, send an email request to your mayor’s office or to your local city councilperson. Most mayors will have their contact information, including their email address, on their city’s official web page. **You can use the sample outreach email in this toolkit.**
2. **Plan Ahead.** Make sure yourequest a proclamation as soon as possible so that it can hopefully be made on or close to our anniversary, March 11, 2024.
3. **Provide a draft.** If you receive a positive response from your mayor’s office, they may request you to send a draft of a sample proclamation. **We’ve included a sample draft proclamation in this packet for you to edit and send.**
4. **Celebrate your city.** Your local government office may invite you to attend a meeting to accept the proclamation on behalf of Girl Scouts of Southwest Texas Centennial Celebration Day.
5. This is a great opportunity to get media coverage and bring your community together to celebrate Girl Scouts of Southwest Texas. Plan a community event and invite other Girl Scout partners to take part as well.
6. **Share your proclamation.** Share your press release, photos, videos, and other moments from receiving your proclamation with the council and post on social media using #gsswt100 and tag Girl Scouts of Southwest Texas. You can also send your items to [communications@girlscouts-swtx.org](mailto:communications@girlscouts-swtx.org).

**Sample Outreach Email**

The following email offers ideas and language you can use as part of your outreach to your mayor and local officials for Girl Scouts of Southwest Texas Centennial Celebration Day.

**Subject:** Request for Proclamation re: Girl Scouts of Southwest Texas Centennial

Dear ,

This year, on Monday, March 11, 2024, Girl Scouts of Southwest Texas will celebrate its 100th anniversary. To celebrate the rich history of Girl Scouts in our city and region, and to emphasize the importance of education, programming, and leadership opportunities for girls, we humbly request the City of [City] join us in celebrating this milestone through an official proclamation.

Personalize the letter.

Example, if coming from one girl: *I have been a Girl Scout for [X] years and through it have learned how to be a better leader, the importance of helping others, and ways to explore the world and make it a better place. I would love to see more people in [City] learn about the great things Girl Scouts are doing.*

Example, if coming from a troop: *Our troop has [XX] Girl Scouts who are active in activities such as [activities.] Through Girl Scouts, we have learned how to be better leaders, the importance of helping others, and ways to explore the world and make it a better place. We would love to see more people in [City] learn about the great things Girl Scouts are doing.*

It would truly be an honor to have the City of [City] formally proclaim March 11, 2024, as “Girl Scouts of Southwest Texas Centennial Celebration Day” to honor our heritage, promote our bright future, and designate this day as one to celebrate the girls and families of [City].

Thank you for considering our request.

Sincerely,

[Name(s)]

[Troop]

[Girl Scouts of Southwest Texas]

**Sample Proclamation**

WHEREAS, Girl Scouts of Southwest Texas celebrates its centennial on Monday, March 11, 2024, marking a century of building girls of courage, confidence, and character; and

WHEREAS, Girl Scouts of Southwest Texas has a rich history built by generations of bold women and girls who took the lead and passed on their knowledge and skills to other generations; and

WHEREAS, today’s Girl Scouts stand on their shoulders, using their voices and actions more than ever to make a difference, at home and abroad. Girl Scouts create the world they want to live in and strive to make it better every single day; and

WHEREAS, Girl Scouts of Southwest Texas provides a space for these girls to dream big, be themselves, and find adventure, and they have made a difference in our community for many years; and

WHEREAS, every girl deserves the opportunity to thrive, and through its programming, Girl Scouts of Southwest Texas works to ensure girls in our communities know they can do anything they put their minds to doing and encourages them to feel empowered and embrace their unique strengths; and

WHEREAS our city is better because of Girl Scouts of Southwest Texas.

NOW, THEREFORE, I, [Official’s Name], [Titled] of the City of [City], in recognition thereof, do hereby proclaim March 11, 2024, to be

**“Girl Scouts of Southwest Texas Centennial Celebration Day”**

in the City of [City], Texas, and extend sincere appreciation to our local Girl Scouts for their efforts to make this community a better place and to uphold the Girl Scout Promise and try to help people at all times.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of [City], [State], to be affixed this 11th day of March 2024.

[Name] [Title]

**Sample Press Release**

Contact:

[CONTACT NAME] [CONTACT ORGANIZATION] [PHONE]

[EMAIL]

[INSERT CITY’S NAME] Proclaims March 11, 2024, Girl Scouts of Southwest Texas Centennial Celebration Day

[INSERT LOCATION] [INSERT DATELINE] – [INSERT CITY’S NAME] has proclaimed March 11, 2024, Girl Scouts of Southwest Texas Centennial Celebration Day in honor of the council’s century of building girls of courage, confidence, and character. Honoring Girl Scouts of Southwest Texas (GSSWT) with its own day in honor of its centennial is one way to extend sincere appreciation to our local Girl Scouts for their efforts to make this community a better place and to uphold the Girl Scout Promise and try to help people at all times.

[INSERT QUOTE FROM CITY SPOKESPERSON]

[INSERT WHY PARTNER or GIRL JOINED Girl Scout Southwest Texas Centennial Celebration Day AND DETAILS OF PARTNERSHIP / GILR LED INITIATIVE in the community]

[INSERT QUOTE FROM GIRL or PARTNER ORG. SPOKESPERSON]

For more details about GSSWT’s Centennial Celebration can be found at [www.gsswt100.org](http://www.gsswt100.org) and on GSSWT’s social media accounts.

Powered by almost 4,000 adult volunteers, GSSWT is headquartered in San Antonio, Texas, and serves almost 10,000 girls in its 21-county jurisdiction. Girl Scouts bring their dreams to life and work together to build a better world. Girls of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join, volunteer, reconnect, or donate, visit [www.girlscouts-swtx.org](http://www.girlscouts-swtx.org).

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